

DUTY STATEMENT

Associate Governmental Program Analyst

Employee's Name				Effective Date	
Classification Associate Governmental Program Analyst				Division/Section/Unit Marketing & Communications	
Immediate Supervisor				Supervisor's Classification Information Officer II	
CBID R01	Class Code 5393	Work Week Group 2	Time Base Full Time	Location Sacramento, CA	
CalHFA's mission is investing in diverse communities with financing programs that help more Californians to have a place to call home.					
<u>DIVISION DESCRIPTION</u> The California Housing Finance Agency (CalHFA) Marketing & Communications Division uses marketing, creative & digital media, public relations and external communications to increase knowledge of, and accessibility to, the Agency's products among its business partner, stakeholder and consumer audiences. Additionally, Marketing & Communications oversees internal communications, board relations and public-facing messaging. The division staff provides communications support to the Executive Office, Legislative Affairs, Business Development and Governmental Affairs, as well as other divisions throughout the Agency. To support these units Marketing & Communications staff must work with various federal and state legislative, housing, business and advocacy groups to identify and maximize opportunities to meet the housing and mortgage lending needs of low- and moderate-income families in California.					
<u>POSITION SUMMARY</u> Under direction of the Information Officer II, the Associate Governmental Program Analyst (AGPA) is responsible for gathering and analyzing information for use in contracts and budgeting; preparing reports, research and recommendations; preparing presentations; logistics and materials procurement and representing the agency at virtual and live events; and events management. The incumbent is responsible for the review and accuracy of information and is required to meet critical deadlines.					
<i>Conduct, Attendance and Performance Expectations</i>					
This position requires the incumbent to maintain acceptable, consistent and regular attendance; communicate effectively orally and in writing in dealing with the public and/or other employees; develop and maintain knowledge and skills related to the position's specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to the Agency's policies and procedures regarding attendance, leave, and conduct.					
2 CCR § 172 – General Qualifications, states in pertinent part: The incumbent is expected to possess the general qualifications of integrity, honesty, sobriety, dependability, industry, thoroughness, accuracy, good judgment, initiative, resourcefulness, courtesy, ability to work cooperatively with others, willingness and ability to assume the responsibilities and to conform to the conditions of work characteristic of the employment, and a state of health, consistent with the ability to perform the assigned duties of the class.					
Percent of Time	Activity				
30%	ESSENTIAL FUNCTIONS <u>Community Outreach</u> Independently coordinates the Agency's participation in tradeshow, industry conferences and other marketing outreach events, including planning, event sign-up, budget management and reconciliation for events and tradeshow. Manages booth staffing and employee attendance for the events and tradeshow. Ensures the delivery, set up and return of the display booth and marketing materials through vendor communications. Attends events when required and represents the Agency to promote CalHFA programs by working the exhibit table, talking to organization/community representatives, or making presentations virtually or in person. Performs post-event analysis on event return on investment, by conducting in house				

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25%	<p>survey on the staff who attended the event and reviewing the event budget.</p> <p><u>Marketing Campaigns</u> Develops, implements, and monitors marketing campaigns to promote CalHFA products using various marketing methods (i.e., paid social media, email marketing, print advertising, radio/TV ads, etc.). Maintains relationships with outside Ad/Media agencies to ensure marketing strategies are being met across active campaigns. Curates and monitors news and social media to ensure the effectiveness of outreach. Writes, proofreads, and edits press releases, articles, website content, social media, and newsletter content to ensure the quality of collateral.</p>
20%	<p><u>Contracts & Budget Analysis</u> Reconciles the division's credit card billing, expenses and invoices and provides to accounting/Fiscal Services. Prepares purchase requests, audits invoices, and reconciles invoices to align with the allowable contracted amounts according to the division's approved budget. Analyzes expenditures and makes recommendations to management to promote efficiencies on events, tradeshow and other division expenditures.</p>
20%	<p><u>Project Support & Procurement</u> Conducts research on marketing projects, makes recommendations and prepares reports to management on project improvement. Prepares project management spreadsheets, reports and timelines to ensure projects are done timely. Coordinates print jobs internally with other divisions and through external print vendors. Coordinates with other divisions and external vendors ordering inventory and distribution of premium/training items for tradeshow and events. Provides administrative support for training and travel for Marketing staff. Analyzes, identifies and implements operational improvements and processes.</p>
5%	<p>MARGINAL FUNCTIONS Performs clerical functions as required: copying, mailing, distribution of mail, maintaining office supplies and coordinating maintenance for copiers, printers, and other office equipment. Participates in staff meetings, attends training, provides work status reports and maintains a desk manual. Performs other duties as assigned.</p>
	<p>KNOWLEDGE, SKILLS, AND ABILITIES Additional Knowledge, Skills, and Abilities found in the classification specification Knowledge of: Principles, practices, and trends of public and business administration, management, and supportive staff services such as budgeting, personnel, and management analysis; government functions and organization; and methods and techniques of effective conference leadership; sufficient knowledge and experience using Microsoft Excel, Word and PowerPoint to perform analysis and create reports and presentations</p> <p>Ability to: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; coordinate the work of others, act as a team or conference leader; and appear before legislative and other committees.</p> <p>WORK ENVIRONMENT AND PHYSICAL ABILITIES REQUIRED</p> <ul style="list-style-type: none"> Occasional work outside of normal business hours Occasional overnight travel Prolonged periods of sitting

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	<ul style="list-style-type: none"> • Work in high-rise building • Use computer keyboard and read from computer screens several hours a day <p>The following abilities are for most positions with or without an accommodation:</p> <ul style="list-style-type: none"> • VISION – You must have sufficient vision to perform the following duties: prepare various forms; proofread documents; read printed material, read from computer screen and read handwritten materials. • HEARING – Your hearing must be sufficiently acute to perform the following duties: Answer telephones; receive verbal information from outside sources; understand verbal instruction. • SPEECH – You must have sufficient ability to speak to perform the following duties: Receive visitors; answer inquiries and provide verbal information or instruction. • BENDING, STOOPING, KNEELING – You must be able to bend at the knee or waist, stoop, and kneel to perform duties: office tasks such as gathering materials from cabinets, and assembling tradeshow booths. • SITTING OR STANDING – You must be able to sit or stand for extended periods of time to perform the following duties: Attend meetings, stand at tradeshow booths, sit at a desk for extended periods of time to perform division administrative duties • CONCENTRATION – You must be able to continuously concentrate to perform the following duties: Review and read records/documents, research, compose, analyze, compile, and update technical documents; multi-task; prepare various forms and documents. <p>PERSONAL CONTACTS</p> <ul style="list-style-type: none"> • Frequent contact with business partners, the public, all levels of agency staff, as well as representatives from other state agencies. <p>SPECIAL REQUIREMENTS</p> <ul style="list-style-type: none"> • N/A 	
SUPERVISOR ACKNOWLEDGEMENT: I certify this duty statement represents current and an accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement.		
Supervisor's Name	Supervisor's Signature	Date
EMPLOYEE ACKNOWLEDGEMENT: I have read and understand the duties listed above and I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgement, and ability to work with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation. (If a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with Human Resources.)		
Employee's Name	Employee's Signature	Date
ANALYST'S STATEMENT: I have reviewed this Duty Statement.		
Analyst's Name	Analyst's Signature	Date